

MINUTES
LAKE LANIER ISLANDS DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
October 16, 2015

The Lake Lanier Islands Development Authority Board of Directors held its regularly scheduled meeting at the Legacy Lodge and Conference Center, Lake Lanier Islands, Georgia. (A board package and handouts are attached hereto and made official parts of these Minutes as an Attachment)

BOARD MEMBERS PRESENT:

Mr. Lonice Barrett, Chairman
Mr. Clint Bearden, Vice Chairman
Mr. Benny Bagwell
Mr. Randall Frost
Mr. Allan Gravel
Ms. Terri Jondahl

STAFF:

Mr. Bill Donohue
Ms. Brenda McMillian
Mr. Jay Lawson

BOARD MEMBERS NOT PRESENT:

Mr. Michael Bennett
Mr. Wayne Jessup, Secretary/Treasurer
Mr. John Kieffer

VISITORS: Mr. Michael Williams, Islands Management Company
Ms. Stacey Dickson, Lake Lanier Convention and Visitors Bureau, Inc.
Ms. Renee Carden, Lake Lanier Convention and Visitors Bureau, Inc.

CALL TO ORDER

Chairman Barrett called the meeting to order at 8:30 a.m.

APPROVAL OF AGENDA

Chairman Barrett referred to the Agenda and by consensus the Agenda was approved.

APPROVAL OF MINUTES

A motion was made by Mr. Bagwell to approve the Minutes of August 21, 2015 LLIDA Board of Directors Meeting and the Minutes of the August 20, 2015 Infrastructure Meeting as submitted, seconded by Mr. Frost and were unanimously approved.

Chairman Barrett asked Mr. Donohue to review the Financial Reports with the Board.

FINANCIAL REPORTS

Mr. Donohue referred to the July 2015 and August 2015 Financial Reports. Mr. Gravel made a motion to approve the Financial Reports as presented, seconded by Mr. Bearden and carried unanimously.

DISCUSSION ITEMS

1. Report by LLIDA Executive Director Bill Donohue

- Reference was made to the Executive Director's monthly report dated October 12, 2015 behind Tab 3.

Chairman Barrett introduced Stacey Dickson and Renee Carden ~~and commented that Jay Lawson acts as our agent with LL CVB.~~ He then asked Ms. Dickson to give her report.

2. Report by Stacey Dickson, Lake Lanier Convention & Visitors Bureau

- Ms. Dickson shared the PowerPoint presentation attached as a handout.

Chairman Barrett thanked Ms. Dickson for her good report.

3. Report by Islands Management Company, LLC (LLIMC)

- Mr. Williams reported that the third year you start a new festival you make money and the Winter Experience is entering the second year.
- The Magical Nights of Lights is returning with a few changes. An App can be downloaded prior to entering the gate and it will sync with certain light displays telling the new story.
- The Live Nativity will be presented for 30 days with four local churches participating.
- LLI is planning a VIP night and the LLIDA Board will be invited.
- The wave pool tube slide will be higher and narrower with the snow play area moving into the wave pool.
- Already making Snow and we are very excited about this season.
- The hotel is staying very busy.
- One thing that is changing is the pricing structure for the light show. It is going to ~~be~~ be per be per person price charged at the gate.
- A theater style 40' x 80' screen is being installed above the beach that can be watched from the beach.

Chairman Barrett commended Mr. Williams for attending the meeting and providing an update on the Christmas time and winter time events.

Chairman Barrett asked Mr. Bagwell and Mr. Donohue to update the Board on the I-985 Bridge project. Mr. Bagwell shared the grant application has been filed. Mr. Donohue stated that there is ~~about~~ \$30 M in statewide funds available and the State Tollway Authority administers this program ~~is in charge of these funds~~. The request is for \$2M with a 10% match. ~~and~~ The State Tollway Authority stated the competitive requests will most likely include a 30% - 50% match.

Hall County is partnering on this with LLIDA. This project would create a gateway look to the exit 8 bridge that mimics the LLI Bridge. Mr. Bagwell has been representing this Board on this project meeting with all the involved parties to get this grant approved. Chairman Barrett summarized that \$2M was reserved based upon the work of Senator Butch Miller and that of course the Governor and Mr. Bagwell but the you have to match is critical to the competitive process.it and you cannot get to that money except through a matching program and the Local partnersLocal partners have got to come up with these matching fundsmatching funds.

Mr. Donohue updated that he spoke to the DOT Commissioner on Friday about the last segment of Lanier Islands Parkway from McEver into the Islands and DOT is moving forward on the right-of-way acquisition and will start the project in the next 18 months.

Mr. Donohue reminded the Board that shared the LLIDALLIDA is one of the largest funders of the LL CVB. The staff of four that they have does more than nearly everybody in the state and There isn't a city, county or region CVB that wouldn't like to have this team working in their communitydoing what they do. They do more with a \$350 K budget than any group in the state and continue to do more and more in support of all of Hall County and as a very effective but very selflessly do more as an extension of the sales team here at the Islands. It's not a coincidence that the Islands had record numbers last year and are beating those records this year given the fact of the efforts of the CVB. I appreciate all that what they are doing.

The meeting was properly adjourned at 9:15 a.m.

Lonice Barrett
Chairman
Lake Lanier Islands Development Authority

Submitted by:
Brenda McMillian, Executive Assistant/Office Manager
Lake Lanier Islands Development Authority